

## BUSINESS PROFILE

DR. MIRA ALBERT

With its vibrant color scheme, collection of personalized photographs gracing the walls and patient room names like "Tutus and Superheroes," one quickly detects that Brush Pediatric Dentistry is not your typical dental clinic.

Brush is the 3-month-old endeavor of pediatric dentist Mira Albert, who believes an inviting environment can help allay the trepidation many young patients have.

"I wanted to create something that was fun and bright but appealing to older kids and younger kids, and comfortable for parents, too," she said.

The clinic serves patients from walking age to driving age. The recommended age for the first check-up is 1, and Albert said much of the early appointments are spent counseling parents on proper diet and brushing habits.

Working for the last six years at group practices in Schaumburg and Naperville, Albert was inspired to go off on her own after moving to Hinsdale in 2010 with her husband, also a dentist, and young son, and then having a second son shortly thereafter.

She relished the idea of being able to go home for lunch and spend less time in the car.

"It's fun to be able to drive a short distance to work, to walk into a place where you're happy working," she said.

Albert said her career choice was rooted in her own positive childhood experiences at the dentist's office.

"I had plenty of fillings done as a little kid, with laughing gas," Albert said with a smile. "I think I decided at a pretty young age that that's what I wanted to do."

Having a spouse in the same profession has been beneficial, she noted, providing seasoned staff to borrow since the opening of Brush in October.

"We're trying to get all of our systems in place so we can have really great customer service and take really good care of our patients before we get really busy," Albert said. "This was a scary endeavor for me. It's nice to have a good support system."

The Albert house, however, is also one divided.

"He's an Ohio State Buckeye, and I'm a Michigan grad," she said. "Our poor little (3-year-old) is completely torn."

She admits to being "a little bit of a control freak" but noted responsiveness to the patient is crucial.

"It's fast-paced, and kids are so genuine. If they're smiling, it's because they're happy. If they're not happy, they're crying and that's fine," Albert said.

And while wailing goes with the territory, Albert said watching kids who start out terrified develop a higher comfort level is gratifying.

"Those are the ones who are so rewarding. We can just ease them into it appointment by appointment and successfully finish the treatment," she said. "I joke and say, 'You're going to go and just lose that tooth that I worked so hard to fill.'"

Being able to work with her hands and stick to a manageable work schedule are other aspects of the job she appreciates, along with the opportunities to expand her social network.

"Being new to Hinsdale, it's another way for me to meet moms," she said.

In a way, she said, she feels like a part of her patients' extended family and vice-versa. And she takes seriously the trust placed in her.

"I think people are really happy to have a place that is totally focused on children," Albert said. "It's really satisfying to have a positive result with a child."

— by Ken Knutson



Pediatric dentist Mira Albert said trying to impart important medical information to parents about their children can be challenging when the entire family is in the room. "It's a lot like going out to dinner with another couple when you have your kids with you, and they're like, 'Mommy, Mommy, Mommy!'" she said. (Jim Slonoff photo)